

Randall Lee Goodden

Biography



Randall Lee Goodden

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| Born: | August 15, 1951 Milwaukee, Wisconsin |
| Nationality: | American |
| Occupation: | Educator, Consultant, Author & Authority on Product Safety & Product Liability Lawsuits |
| Known for: | Conducting Unique Seminars and Conferences around the World on Product Safety & Product Liability |
| Notable work: | Author of the first 3 Books on this Special Topic |
| Parents: | Royal George Goodden Norma Louise Hamrick |

Overview

Randall Goodden spent most of his life in manufacturing, working for 2 large corporations. The first multi plant U.S. corporation for 11 years where he was taught on the outside how to build a Total Quality Program for them in the 70s which they really needed. And the second being an executive position with an international manufacturing corporation for the next 26 years as they too initially needed to have a Total Quality Program developed for them as well. But within a few years Goodden was promoted to head other areas as well in addition to being the Corporate VP of Quality and Product Reliability, as well as VP of Administration, New Product Development, Field Services, and Litigation Management, a number of which he led at the same time.

During this same period he was writing articles for industry and professional publications on the topics dealing with Quality, Product Reliability, and product liability which led to numerous requests for him to give Keynote Presentations at conferences around the world, which the owner of the company was quite proud of.

In 2007 he left the corporate world but remained a personal advisor to the owner of the past corporation, and started Randall Goodden International where he is best known for his keynote presentations, seminars, and conferences in this specialized field of product safety and product liability prevention. He was the Keynote Speaker at numerous conferences starting 1990 as well as the author of countless articles on the subject that were published in numerous professional, news, and industrial publications. He worked with some of the world's largest manufacturing corporations, the leading international insurance companies, U.S. and foreign government agencies, professional associations, universities worldwide, television news networks, newspapers, and professional publications in this focused area of recalls and product liability lawsuits..

In 2015 he was the Interim President of a \$175M international corporation with 8 manufacturing plants around the world, and served on Corporate Advisory Boards.

Personal Life

Randall met his wife Peggy Anne Paccagnella at the Wisconsin State Fair on August 15, 1967, which was his 16th birthday and the same day he got his driver's license, and she was 15. They stayed together from that day on. They were married on January 23, 1971 at Holy Apostles Church in New Berlin, WI. They have two daughters, Wendy Marie and Rebecca Anne along with two sons-in-law, Tony Lewanovich and Nick Beitz, and four grandchildren Sydney, Jack, Ryan, and Joshua.

Early life

Goodden graduated from New Berlin High School in 1969 and began college in Milwaukee while he was working part-time in the Quality department of the first large manufacturing company mentioned above, but eventually dropped out of college and began working full-time for the manufacturer as he was quickly rising into higher management positions from that point on.

On the side, Goodden took a real interest in writing articles in his early 20s back in the '70s and became a columnist for a local newspaper writing opinion articles. Later, as an avid bird hunter, he began training hunting bird dogs on the side and became a Contributing Editor for a statewide hunting and fishing magazine called the Wisconsin Hunting & Fishing News magazine, (which no longer exists).

Being an avid outdoorsman going hunting and fishing whenever possible, especially being a Contributing Editor for the magazine, Goodden was given a Saturday morning hunting and fishing radio show on WCQL radio out of Pewaukee Wisconsin which he did for about 6 months and had all kinds of hunting and fishing experts as guests on the show. Although radio was a big step, he really wanted to bring hunting & fishing to Milwaukee TV, so he produced his first outdoor television show which he titled "The Hunters" and it aired on Milwaukee's NBC affiliated station June 23, 1979.



After "The Hunters" aired he began producing a series of television hunting and fishing shows called "Outdoors with Randy Goodden" which aired all over southern Wisconsin from 1980 until he ended them in 1983. It was the first series of hunting and fishing shows to ever air in Wisconsin, and the first to ever be produced in Wisconsin. Goodden produced and hosted 50-60 shows in all. Ten of them can be seen on YouTube. He accomplished this on weekends while being an executive for the second large international manufacturer. By 1983 other hunting & fishing shows began to appear on Wisconsin television, so he ended his.

Professional Career

Although the earlier years and especially the outdoor television shows were enjoyable as well as a real experience and could have led to a successful career, it wasn't what Randall was striving for. His ambition was to enter into the industrial world which he felt was more meaningful.

With the large audiences he was drawing with his Keynote presentations starting in 1990 at major international conferences, along with all his articles being published in publications worldwide, led to book publishers offering him contracts if he would write a book for them on this topic



Randall Goodden is the author of the best-selling books "**Lawsuit! Reducing the Risk of Product Liability for Manufacturers**" (Wiley 2009), "**Product Liability Prevention – A Strategic Guide**" (Quality Press 2000), and "**Preventing & Handling Product Liability**" (Marcel Dekker 1995) which have sold tens of thousands of copies worldwide, and have even become required course books at major universities throughout the world. In addition, he has co-authored other Legal reference and Quality books.

Goodden had been a manufacturing executive for over 30 years, holding executive positions including: Interim President of a large international corporation with 8 manufacturing plants in 2015, served on Corporate

Advisory Boards, and had been the Corporate VP of: Administration, Quality, New Product Development, Field Services, and Litigation Management for two decades.

In 2007 he left corporate life and started Randall Goodden International where he continued to teach his Assuring Product Safety & Preventing Product Liability seminars worldwide, based on his 3 books. He primarily worked with manufacturing corporations, but eventually expanded and included special seminars to insurance company representatives, and worked with product marketing companies reviewing their products from a product safety and potential product liability perspective.

He managed product liability litigation for some of his manufacturing clients, set them up with leading defense attorneys who he personally came to know thru all he had been doing, investigated cases, functioned as a Forensic Investigator in fire & personal injury cases, and served as an Expert Witness in some product safety & product liability cases. He also managed litigation for some manufacturers dealing with Trademark Infringement, and Copyright Infringement.

Notable Accomplishments



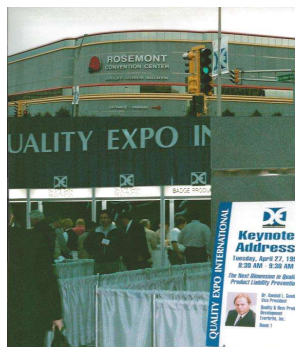
The State Department in Washington DC

Because of his years of expertise and international seminars in this field, Randall Goodden was brought to the State Department in Washington D.C. by the Chairman of the CPSC to be a key speaker to a large international delegation at the 4th Biennial United States-China Consumer Product Safety Summit. His presentation was telecast around the world and can be viewed on the Internet.



Connecticut Supreme Court Request

In May of 2016 the Connecticut Supreme Court sent an official letter and request for his opinion (Amicus Brief) on a case that was before the Connecticut Supreme Court, Appellate Court, involving product liability actions premised on design defects & defects in warnings, and whether the Court should adopt the Restatement (Third) of Torts, based on his recognized knowledge and expertise in the fields of product safety and product liability. Goodden sent the court his opinion on how they should proceed.



Quality Expo International

Goodden was the Keynote Speaker at Quality Expo International at the Rosemont Convention Center near Chicago April 27, 1999, which is billed as the largest Quality Trade Show Worldwide. The organizers told Goodden that he drew the largest audience in memory. Thousands of Quality professionals attended the show. When Goodden entered the Expo Center he noticed the large promotional billboards announcing his Keynote Address in another hour, but especially that they had him listed as "Dr. Randall Goodden", which he wasn't.

He was routinely brought in to corporations around the world to teach Product Safety & Product Liability Prevention to the entire management team, ranging in size from \$20M to over \$23B. A partial list of these international clients include such companies as; Rockwell Automation, Ingersoll Rand, Siemens, Midea Group (China), GEA Farm Technologies, Renault Car Company (France), Brose North America, Shure Corp, Artsana (Italy), ThyssenKrupp, Beckett, CITIC (China), Springs Window Fashions, ITC (India), Douglas Dynamics, Carl Zeiss International, Caben Asia Pacific, Indesit (Italy), Kaiser Aluminum, Milwaukee Valve, Nari Technologies (China), New England Ropes, OnBoard Systems, The Home Depot Corp, Hellermann Tyton, Spectrum Brands, as well as the Corporate Headquarters of Zurich and Hanover Insurance, AIG and many others. He worked with many of their executive teams afterward helping them address all areas of program management,

organizational structure, marketing and advertising, contractual agreements, document control, design reviews and risk assessment, warning label design and placement, warranties, recalls, supplier control, litigation management, and many other areas. He did a lot of work for a number of large international insurance companies.

He worked as a consultant and advisor to manufacturing corporations and product marketing companies reviewing their products, packaging and promotional materials from a product safety and potential product liability perspective. He managed litigation for manufacturing companies, set them up with Defense Attorneys, investigated cases, functioned as a Forensic Investigator in fire & personal injury cases, and served as an Expert Witness in Product Safety & Product Liability cases. He managed litigation in 3 cases for clients in 2014-2017 dealing with: Product Liability (had plaintiff insurance company drop fire case litigation), Trademark Infringement (won \$80k for a manufacturing client), and Copyright Infringement Defense (had a \$1M case dismissed from Federal court for a manufacturing client).

He taught PS&LP seminars all around the world. He has taught his seminars throughout the United States, the UK, Europe, throughout China, as well as Thailand, Malaysia, Australia, and India. Some of his seminars in China had audiences in excess of 550 per event.



American Society for Quality.

The JSIQ (Jiangsu Inspection & Quarantine Institute of Quality) Government agency requested that Randall Goodden come and teach his seminar 'Assuring Quality and Preventing Recalls & Product Liability Lawsuits' to an audience of over 200 manufacturing managers and Government officials. He then continued to teach the seminar throughout China from Beijing, down to Shanghai, to Guangzhou and Shenzhen to help ensure that products they were making for the United States would be safe and reliable. The seminars were sponsored by the China's AQSIQ – JSIQ (Government Agencies), China Quality Association and the Shanghai Quality Association, as well as the



The Defense Attorney Association

He was the Keynote Speaker at some of the largest conferences and trade shows worldwide. Referred to as a "Visionary" by the President of the national defense attorney association (DRI), he was their lead speaker for six years straight at what is their largest Legal Defense Conference in the U.S. and was made the first Chairman of their newly created Manufacturers Risk Specialized Litigation Group for the first six years, even though he is not an attorney. He gives Keynote presentations regularly for a large number of associations.



Teaching at Oxford University

He started his 2-day seminars back in 1996 when he was brought to **Oxford University** to teach the first seminar to a large group of manufacturing executives from around the UK and Europe representing Airbus, Marconi Space, Saab Sweden, and many other major UK & European companies, just after his first book came out in 1995. Previous to that he was a regular speaker and educator on the topic at numerous universities around the world, such as the University of Wisconsin going back to 1991, and the Vienna University of Technology just to name a few.



Reuters News Interview

At the height of the international toy recall crises in 2007 Randall Goodden was interviewed by newspapers and magazines all across the country, and was featured on Reuters News which was shown worldwide. As stated in the interview, many of the recalls from China are not the fault of the Chinese manufacturers, but the fault of the many corporate engineering groups throughout North America and Europe that failed to catch "Defects in Design" that existed in the product specifications or hold effective Design Reviews.

Randall Goodden is the President and Founder of the IPSLP – International Product Safety & Liability Prevention Association with over 900 members from 36 countries around the world, and was Chairman of ASQ's Product Safety & Liability Prevention Division from 1997-2015.

Awards

Awards for Heroism

On September 20, 1980 Goodden saved the life of a paraplegic who lost control of his car on a freeway in a rural area of Wisconsin at dusk and plunged into a body of water. Goodden was the only person to see the accident, which was about a mile ahead of him in the other lanes. Once he reached the area Goodden flagged down another car to stop and got the driver to get off at the next exit to call the police. The car continued to slowly sink and the driver was now trying to keep his face above water. Goodden ran down the hill and swam out to the slowly sinking car, spread eagle on his roof, and pulled the driver up so he was sitting in the window opening. Within about 20-30 minutes several emergency vehicles arrived on the freeway and pulled up by Goodden's car in the median, and his wife Peggy pointed to where the other car was which couldn't be seen from the roadway. All the emergency people ran down the hill, a few entered the water, and the driver was rescued.

Wisconsin's Governor Lee Dreyfus presented Goodden with an award for heroism, as did State Senator Fred Risser the President of the Wisconsin State Senate, and an award from the Wisconsin Sheriffs & Deputy Sheriffs Association which read "For your quick response to a life-threatening situation on September 20, 1980. You cared enough to risk your life so that another life could be saved".

References

Goodden began writing numerous articles as far back as 1980 for professional and industry publications dealing with Quality, Product Safety, Product Liability, and several other topics that were published in industry and professional publications worldwide, and several more publications wrote about him. The following just represent a few of them.

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Article - Badger Sportsman - <http://rlgoodden.tripod.com/Article - Badger Sportsman.pdf>

TV Show - Outdoors with Randy Goodden - https://www.youtube.com/watch?v=qFd_3RRhXol&t=75s

TV Show - Outdoor Wisconsin - <https://www.youtube.com/watch?v=i2bYEvCgxsY&t=688s>

Speaking at the U.S.-China Product Safety Summit <https://www.cpsc.gov/Newsroom/Video/4th-biennial-us-china-consumer-product-safety-summit-part-5>

Reuters News Interview <https://youtu.be/Vzvfn2Mhqzc>

Connecticut Supreme Court request <https://jud.ct.gov/external/supapp/Cases/AROCr/CR324/324CR107.pdf>

Teaching at Oxford University <https://ia601406.us.archive.org/34/items/oxford-university-goodden-seminar/Oxford%20Seminar.pdf>

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IndustryWeek Book Review - <https://www.industryweek.com/the-economy/regulations/article/21947086/bookshelf-lawsuit-reducing-the-risk-of-product-liability-for-manufacturers>

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Keynote Speaker – Day of Wood Conference – Vincennes University Campus Liability Issues in Furniture Manufacturing - https://cdn.ymaws.com/www.bifma.org/resource/resmgr/misc/_Day_of_Woodv3.pdf

Article – Victorian Government Library Service The Product Liability Alliance: A Rewarding Partnership Between Manufacturing/Insurance/Legal [https://www.vgls.vic.gov.au/client/en_AU/VGLS-public/search/detailnonmodal/ent:\\$002f\\$002fSD_ILS\\$002f0\\$002fSD_ILS:377052/ada?qu=Products+Liability.&d=ent%3A%2F%2FSD_ILS%2F0%2FSD_ILS%3A377052%7EILS%7E214&ic=true&ps=300&h=8](https://www.vgls.vic.gov.au/client/en_AU/VGLS-public/search/detailnonmodal/ent:$002f$002fSD_ILS$002f0$002fSD_ILS:377052/ada?qu=Products+Liability.&d=ent%3A%2F%2FSD_ILS%2F0%2FSD_ILS%3A377052%7EILS%7E214&ic=true&ps=300&h=8)

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Recalls <https://www.manufacturing.net/home/blog/13159003/how-to-reduce-product-recalls>

Quality Digest Article – Developing a Product Liability Program - <http://www.qualitydigest.com/inside/quality-insider-article/073015-developing-product-liability-program.html>

IndustryWeek Article – Experts: Don't Blame Lean Manufacturing for Toyota's Problems <https://www.industryweek.com/the-economy/article/21960853/experts-dont-blame-lean-manufacturing-for-toyotas-problems?page=2> China Version by Phantom Pan
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